Legacy Business Registry Staff Report

HEARING DATE FEBRUARY 26, 2018

THE PLOUGH AND STARS

Application No.: LBR-2017-18-030
Business Name: The Plough and Stars
Business Address: 116 Clement Street
District: District 1
Applicant: John Hobden, Owner
Nomination Date: December 10, 2017
Nominated By: Supervisor Sandra Lee Fewer
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION
The Plough and Stars (“the Plough”) is an Irish pub and live music venue that opened April 30, 1975, at 116 Clement Street in the Richmond District. The business promotes traditional Irish music and community philanthropy and outreach. The name “the Plough and Stars” comes from a famous play written about the Easter Rising of 1916 by the Irish writer, Sean O’Casey.

The original owner of the Plough and Stars, Bob Heaney, operated the business from its opening day until 1981 when the current owner, Sean Heaney, took over. Bob Heaney was a businessman who was also the original owner of the Starry Plough located in Berkeley. The Plough and Stars has remained at the same location in San Francisco for over 40 years.

Sean Heaney immigrated to San Francisco in the early 1980s along with an influx of other Irish immigrants. As a former bar owner in Ireland, Sean missed the connection he had to Irish traditional music back home. When Sean took over the Plough and Stars, he continued and significantly expanded the tradition of live Irish music at the establishment.

For the past 36 years that Sean has operated the business, he has provided Irish music seisiúns every Tuesday and Sunday evening. A seisiún is an informal gatherings of musicians who come together and play traditional music together. The seisiúns at the Plough and Stars are typically led by two people while everyone else is welcome to come and join in. In earlier years, the Plough and Stars was heavily involved in the Celtic Festival at Fort Mason that ran for many years. Currently, the Plough and Stars host events put on by the Irish American Crossroads Festival which aims to celebrate and expose Irish literature, culture and music. The festival is now entering its fifteenth year of operation. Sean currently sits on the advisory board for the festival.

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:
CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Richmond District neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The Plough and Stars is associated with the Irish and Celtic traditional music, Irish beer (Guiness), and pub culture.

- The Plough and Stars has contributed to the identity of the Inner Richmond neighborhood and the San Francisco Irish community by serving as a pub and music venue specializing in Irish and Celtic traditions.

- Since 1981, the Plough and Stars has been a central location for newly arrived Irish immigrants to network for jobs, housing, music and romance. The bar was a gathering place for Irish immigrants who were forced to leave Ireland during the severe economic recession of the 1980s. Many immigrants were drawn to the Richmond District due to its historically Irish population, and the Plough and Stars was known as a gathering place. Irish immigrants and existing Irish people met to look for work, play music and join a community.

- The business has been cited in the following publications:
  - Irish Music Magazine, article on the Plough saying, “The Plough and the Stars is no apple juice and cookies listening room. It’s a raucous, hobnailed boot, pint for punt dancing and meeting place for its patrons,” 2001.
  - TG4, the Irish language television channel located in Galway, broadcast its annual Gallic Christmas Show from the Plough and Stars in 2008. The show featured local, Irish and international musicians. It was aired throughout Ireland.
  - The Plough has also been featured in the San Francisco magazine 7x7, the San Francisco Chronicle on numerous occasions and the Richmond Review.

- The Plough and Stars has received the following awards and/or commendations:
  - Guinness, “Gold Standard Award” for recognition of the achievement of the highest possible standards of quality dispense, pouring and presentation of a pint.
  - Thrillist, “21 Best Irish Pubs in America.”
  - Sean Heaney was named the District 1 Honoree for Small Business Week in San Francisco.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, The Plough and Stars is committed to maintaining the physical features and traditions that define the pub.
HISTORIC PRESERVATION COMMISSION RECOMMENDATION
The Historic Preservation Commission recommends that The Plough and Stars qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:
- The long, dark, wood bar.
- Original art, signage and historical posters that tell the history and culture of Ireland.
- The small wooden stage at the end, surrounded by pictures of past and present musicians that have played over the years.
- A round table for musician gatherings.
- Guinness beer.
- Vintage Guinness handles.
- Live music and dancing.
- Seisiúns - an informal gatherings of musicians who come together and play traditional music.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS
Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.
- Bar.

STAFF RECOMMENDATION
Staff recommends that the San Francisco Small Business Commission include The Plough and Stars currently located at 116 Clement Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program
Small Business Commission
Draft Resolution

HEARING DATE FEBRUARY 26, 2018

THE PLOUGH AND STARS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _________________________

Application No.: LBR-2017-18-030
Business Name: The Plough and Stars
Business Address: 116 Clement Street
District: District 1
Applicant: John Hobden, Owner
Nomination Date: December 10, 2017
Nominated By: Supervisor Sandra Lee Fewer
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR THE
PLOUGH AND STARS, CURRENTLY LOCATED AT 116 CLEMENT STREET.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on February 26, 2018, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore
BE IT RESOLVED that the Small Business Commission hereby includes The Plough and Stars in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at The Plough and Stars:

Physical Features or Traditions that Define the Business:
- The long, dark, wood bar.
- Original art, signage and historical posters that tell the history and culture of Ireland.
- The small wooden stage at the end, surrounded by pictures of past and present musicians that have played over the years.
- A round table for musician gatherings.
- Guinness beer.
- Vintage Guinness handles.
- Live music and dancing.
- Seisiúns - an informal gatherings of musicians who come together and play traditional music.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain The Plough and Stars on the Legacy Business Registry:
- Bar.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on February 26, 2018.

_________________________
Regina Dick-Endrizzi
Director
<table>
<thead>
<tr>
<th>Legacy Business Registry</th>
<th>Application Review Sheet</th>
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**Application No.**: LBR-2017-18-030  
**Business Name**: The Plough and Stars  
**Business Address**: 116 Clement Street  
**District**: District 1  
**Applicant**: John Hobden, Owner  
**Nomination Date**: December 10, 2017  
**Nominated By**: Supervisor Sandra Lee Fewer

**CRITERION 1**: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?  
X Yes   No  
116 Clement Street from 1975 to Present (43 years)

**CRITERION 2**: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?  
X Yes   No

**CRITERION 3**: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?  
X Yes   No

**NOTES**: NA

**DELIVERY DATE TO HPC**: January 11, 2018

Richard Kurylo  
Manager, Legacy Business Program
December 10, 2017

Regina Dick-Endrizzi
Office of Small Business
Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Re: Nomination of The Plough and Stars to the Legacy Business Registry

Dear Director Regina Dick-Endrizzi:

I am excited to nominate The Plough and Stars to the San Francisco Legacy Business Registry. The Plough and Stars, an Irish pub, has provided live music and entertainment on Clement Street for over 40 years. Founded in 1975, The Plough and Stars is known for its homely atmosphere and live music. Often featuring traditional Celtic tunes, The Plough and Stars also showcases folk, bluegrass, and country music. Known for these live performances, an intimate atmosphere, and friendly bartenders, it is no surprise that The Plough and Stars has been named by SF Weekly as San Francisco’s Best Irish Pub.

As one of a handful of live music venues in our neighborhood, the Plough and Stars remains a vibrant part of the San Francisco music scene and an integral part of the fabric of the neighborhood. I also had the pleasure of recognizing Plough and Stars as an honoree as part of the 2017 Small Business Week; the business is deeply rooted in the neighborhood hosting many community-serving events.

Sincerely,

Sandra Lee Fewer
Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business’s San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<table>
<thead>
<tr>
<th>NAME OF BUSINESS:</th>
<th>The Plough &amp; Stars INC.</th>
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<tbody>
<tr>
<td>BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)</td>
<td>John Hobden AKA Sean Heaney Lisa McLaughlin</td>
</tr>
<tr>
<td>CURRENT BUSINESS ADDRESS:</td>
<td>TELEPHONE:</td>
</tr>
<tr>
<td>116 Clement Street</td>
<td>(415) 751-1122</td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td>EMAIL:</td>
</tr>
<tr>
<td>94118</td>
<td><a href="mailto:sfplough@aol.com">sfplough@aol.com</a></td>
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<tr>
<td>WEBSITE:</td>
<td>FACEBOOK PAGE:</td>
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<td><a href="http://www.theploughandstars.com">www.theploughandstars.com</a></td>
<td>facebook.com/theploughandstars</td>
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<td>yelp.com/biz/the-plough-and-stars-san-francisco</td>
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<td>APPLICANT’S NAME</td>
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<tr>
<td>John Hobden</td>
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<tr>
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<td>owner</td>
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<tr>
<td>APPLICANT’S ADDRESS:</td>
<td>TELEPHONE:</td>
</tr>
<tr>
<td>380 Marin Oaks Drive</td>
<td>(415) 420-1743</td>
</tr>
<tr>
<td>Novato, CA</td>
<td>EMAIL:</td>
</tr>
<tr>
<td>94949</td>
<td><a href="mailto:sfplough@aol.com">sfplough@aol.com</a></td>
</tr>
<tr>
<td>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</td>
<td>SECRETARY OF STATE ENTITY NUMBER (if applicable):</td>
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<td>09176009</td>
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OFFICIAL USE: Completed by OSB Staff

NAME OF NOMINATOR: 

DATE OF NOMINATION: 

V.5-6/17/2016
Section Two:  
Business Location(s).
List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

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<th>ORIGINAL SAN FRANCISCO ADDRESS:</th>
<th>ZIP CODE:</th>
<th>START DATE OF BUSINESS</th>
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<tr>
<td>1100 Clement Street</td>
<td>94118</td>
<td>April 30, 1975</td>
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<th>DATES OF OPERATION AT THIS LOCATION</th>
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<td>04/30/1975 - current</td>
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Section Three:

Disclosure Statement.


This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

☐ I am authorized to submit this application on behalf of the business.

☐ I attest that the business is current on all of its San Francisco tax obligations.

☐ I attest that the business’s business registration and any applicable regulatory license(s) are current.

☐ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City’s labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.

☐ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.

☐ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.

☐ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name (Print):  
Date:  
Signature:  

11/05/2017
## BUSINESS REGISTRATION CERTIFICATE

<table>
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<tr>
<th>BUSINESS ACCOUNT NUMBER</th>
<th>LOCATION ID</th>
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<tr>
<td>0917609</td>
<td>0917609-01-001</td>
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<tr>
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<th>BUSINESS LOCATION</th>
<th>THIRD PARTY TAX COLLECTOR</th>
<th>PARKING TAX</th>
<th>TRANSIENT OCCUPANCY TAX</th>
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<tbody>
<tr>
<td>PLOUGH &amp; STARS INC THE</td>
<td>116 CLEMENT ST</td>
<td></td>
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PLOUGH & STARS INC THE  
116 CLEMENT ST  
SAN FRANCISCO CA 94118-2420

CITY AND COUNTY OF SAN FRANCISCO  
OFFICE OF THE TREASURER & TAX COLLECTOR

José Cisneros  
Treasurer

David Augustine  
Tax Collector

Read reverse side. To update addresses or to close a business, go to www.sftreasuer.org/accountupdate.
Plough & Stars
Legacy Business Application

Section 4:
Historical Narrative
THE PLOUGH AND STARS
Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

The Plough and Stars (“the Plough”) is an Irish pub and live music venue that first opened its doors on Friday April 30, 1975, at 116 Clement Street in the Richmond District. From the first day the Plough and Stars opened, it promoted two threads that have continued to weave throughout its history: traditional Irish music and community philanthropy and outreach. The name “the Plough and Stars” comes from a famous play written about the Easter Rising of 1916 by the Irish writer, Sean O’Casey.

The original owner of the Plough and Stars, Bob Heaney, operated the business from its opening day until 1981, when the current owner, Sean Heaney took over. Bob Heaney was a businessman who was also the original owner of the Starry Plough located in Berkeley. The Plough and Stars has remained at the same location in San Francisco for over 40 years.

Sean Heaney immigrated to San Francisco in the early 1980s along with an influx of other Irish immigrants. As a former bar owner in Ireland, Sean missed the connection he had to Irish traditional music back home. When Sean took over the Plough and Stars, he continued and significantly expanded the tradition of live Irish music at the establishment.

For the past 36 years that Sean has operated the business, he has provided Irish music seisiúns every Tuesday and Sunday evening. A seisiún is an informal gatherings of musicians who come together and play traditional music together. The seisiúns at the Plough and Stars are typically led by two people while everyone else is welcome to come and join in. Often, many people join us as they are passing through town to either listen in while drinking a fresh pint of Guinness or to take their pint to the round table and sit in the circle among those playing and give it a go.

In earlier years, the Plough and Stars was heavily involved in the Celtic Festival at Fort Mason that ran for many years.

Currently, the Plough and Stars host events put on by the Irish American Crossroads Festival which aims to celebrate and expose Irish literature, culture and music. The festival is now entering its fifteenth year of operation. Sean currently sits on the advisory board for the festival.
b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

During its years of operations, the Plough and Stars has never ceased its operations at any point for more than six months.

c. Is the business a family-owned business? If so, give the generational history of the business.

Since Sean Heaney took over, his wife Lisa McLaughlin and he have operated it as a family business. Their two children, Eoin and Elena, now work there as well. Both Eoin and Elena help book musicians and manage all of the major events held at the Plough. Eoin is presently in the process of taking over managerial duties.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

Following is the ownership history of the Plough and Stars:

1975-1981: Bob Heaney
1981-Present: Sean Heaney

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation is included in the Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The property was built in 1905. Photographs of the building prior to 1975 exist in the Western Neighborhood Project photo archive. The building served as a French laundry prior to 1975.

CRITERION 2

a. Describe the business contribution to the history and/or identity of the neighborhood, community or San Francisco.

Since 1981, the Plough and Stars has been a central location for newly arrived Irish immigrants to network for jobs, housing, music and romance. The bar was a gathering place for Irish immigrants who were forced to leave Ireland during the severe economic recession of the 1980s. Many immigrants were drawn to the Richmond District due to its historically Irish
population, and the Plough and Stars was known as a gathering place. Irish immigrants and existing Irish people met to look for work, play music and join a community. Many of the people that found the beginning of their life in America at the Plough still continue to patronize the establishment.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

The Plough and Stars has become a well-known live music venue for both local and touring artists. Not only is the Plough known for Irish traditional music, but for all music genres.

The Plough and Stars has been host to CD release parties, plays, book releases and readings. Once a week, the Plough hosts the local branch of Comhaltas Ceoltóirí Éireann, a worldwide nonprofit organization dedicated to preserving and fostering the traditions of Ireland through music, song, dance, storytelling and language. They hold their weekly set dance classes at the pub.

As the Richmond district has changed, so has the Plough and Stars. While it continues to offer Irish music and dancing, the Plough has broadened its offering of music to include everything from Zydeco to Bluegrass. The bar now hosts numerous Bluegrass shows every month. Shelby Ash, music promoter and business owner of the Music Store in West Portal, hosts monthly shows including the “The Hardly Strictly Bluegrass After Party” during the weekend of the Bluegrass Festival in Golden Gate Park. For many years, neighborhood locals Jeanne and Chuck Poling have hosted a “Bluegrass Country Jam” on the first Wednesday of every month.

In earlier years, the Plough and Stars was heavily involved in the Celtic Festival at Fort Mason that ran for many years and exposed Bay Area residents to an array of traditional musicians from all over the world. The Plough and Stars became the venue for unofficial “Celtic Monday” where musicians like Martin Hayes and and Sharon Shannon would gather together to play.

Currently, the Plough and Stars hosts events put on by the Irish American Crossroads Festival, a citywide event that aims to celebrate and expose Irish literature, culture and music. Sean serves as the music advisor for Crossroads. Some of the musical events have included musician and folklorist Mick Moloney with Athena Tergis and Chicago fiddle player Liz Carroll.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Throughout the years, the Plough and Stars has been recognized for many things. One important honor was the “Gold Standard Award” from Guinness for recognition of the achievement of the highest possible standards of quality dispense, pouring and presentation of a pint. The Plough and Stars was named “Best Irish Pub” by SF Weekly in 2004 and also on the list of “21 Best Irish Pubs in America” via Thrillist. In 2001, Irish Music Magazine featured an article on the Plough saying, “The Plough and the Stars is no apple juice and cookies listening
room. It’s a raucous, hobnailed boot, pint for punt dancing and meeting place for its patrons.”

In 2008, TG4, the Irish language television channel located in Galway, broadcast its annual Gallic Christmas Show from the Plough and Stars. The show featured local, Irish and international musicians. It was aired throughout Ireland. The Plough has also been featured in the San Francisco magazine 7x7, the San Francisco Chronicle on numerous occasions and the Richmond Review. Most recently, Sean Heaney was named the District 1 Honoree for Small Business Week in San Francisco.

d. Is the business associated with a significant or historical person?

A number of musicians have performed at the Plough, both formally (as a performance that has been arranged, booked and advertised) and informally (a musician or band that has dropped in after a show or while visiting San Francisco). Some of the more famous Irish drop-ins have included Van Morrison, who played a solo gig that he quietly arranged with Sean. Other drop-ins have included the Chieftans, Hothouse Flowers, the Waterboys, George Thoroughgood, Jethro Tull, Michael Flatley, Mary Black, Christy Moore, Jimmy McCarthy, Donal Lunny and the Lord Mayor of Dublin. Some more well-known acts that have been booked at the Plough are Martin Hayes, Sharon Shannon, Michael Flatley, Stocktons Wing, Begley and Cooney, Sean Turrell, Old Blind Dogs, Mary Jane Lamont, Paddy Keenan, Andy Irvine, Andrew McNamara, Jimmy Crowle and Stokers Lodge, Green Shine, Dervish, Danu, Full Set, Beoga, Altan, Gerry OBearne, Kevin Burke, Lunasa, Joe Burke and Anne Conroy, Joanie Madden, Niamh Parsons, Tony MacMahon, Kevin Burke, Frankie Gavin, Gerry O’Connor, the Kennelly Dancers and many more. Many, many local U.S. artists have played in the Plough as well, including the Rattlecans, Anju’s Blue Eyes, Culann’s Hounds, Walshy and Westy, Gasmen, Kyle Thayer, Muddy Roses, Hot Buttered Rum, Stow Lake, the legendary James King, the Earl Brothers, Austin String Band, Leo Rondeau and many others.

e. How does the business demonstrate its commitment to the community?

Sean and his wife Lisa have lived in the Richmond district for 31 years. The Richmond district was where they raised their two children, Eoin and Elena, and began their lives together. Lisa has been an elementary school teacher at Alamo Elementary on 23rd Avenue since 1999. Both their children attended their neighborhood public schools and continue to live their lives as Richmond district residents.

As an active member in his community, Sean has often hosted fundraisers and benefits at the Plough and Stars for both local and national organizations. The Plough has hosted benefits for everything from the Haight Ashbury Childcare Center to 9/11 First Responders. Most recently, the Plough hosted the Sanctuary Seisiùns for the ACLU. The Plough and Stars has always been a welcoming, open host to many different causes. We have included posters and articles in the Legacy application to accompany this.

As Richmond district parents, Sean and Lisa have always made sure the Plough was available to the local public schools for their fundraising needs. From raffle ticket sales to auction items, and
often being the venue for the event, the Plough is often the place for parents to come together for their community school and raise money.

The Plough is the only venue in San Francisco that provides weekly opportunities to play and pass on traditional Irish music and dance. The community of seisiún musicians in the Plough are known to many in the neighborhood. The commitment to these traditions is a significant one, as the music is learned from the experience of musicians playing together. Seisiún songs are taught through the leading of one musician while everyone else comes in and follows once they know the tune. The Plough and Stars has been a place for generations to pass on songs from their respective counties and families. People often come in on seisiún nights having never even heard of such an event happening and come in time and time again in awe of the music.

The Plough and Stars is a wonderful resource for Irish traditional seisiúns, regular gigs and set dancing. Through the decades, it has been the place to be in touch with the local Irish and Richmond district community. Like the music that drives it, the pub provides a wonderful opportunity for people to connect and reconnect whether it’s through the music or the neighborhood.

f. **Provide a description of the community the business serves.**

When reflecting on the community the Plough and Stars serves, it is hard to pinpoint one group of people. Originally serving directly to the Irish immigrant community, it has developed a following by Irish Americans, musicians of all walks, writers, Richmond district residents and lovers of Irish culture. It has become a meeting place for generations of families, and we often have people telling our staff that they are here because their parents had their first date here, their fathers took their first drinks here while their mothers recovered from labor at CPMC, or they've been told this is where to go for the best Guinness. The Plough has always been known as a place where someone can arrive as a stranger and leave with newly made friends. We welcome people from around the world and the Bay Area as they come to get a taste of authentic Irish culture.

g. **Is the business associated with a culturally significant building/structure/site/object/interior?**

The building is not associated with a culturally significant building/structure/object/interior.

h. **How would the community be diminished if the business were to be sold, relocated, shut down, etc.?**

If the Plough and Stars no longer existed in the Richmond District, it would be a loss for many. It has always been a place for anyone to come, dates to meet, couples to cut their wedding cake, parents to buy their child their first legal drink, and people to have a quick beer while they await their reservation at a neighboring restaurant. Of all those things, it is so much more. It
has been the beacon of Irish culture throughout the Bay Area. It has been the lifeline of Irish traditional music on the West Coast for over 40 years.

CRITERION 3

a. Describe the business and the essential features that define its character.

The Plough and Stars is an established Richmond district business known to many residents as “The Plough.” For over 40 years, it has served as a Richmond quintessential gathering place for its customers. The long, dark, wood bar displays detailed craftsmanship, perfect to house the original art, signage and historical posters that tell the history and culture of Ireland. The small wooden stage at the end, surrounded by pictures of past and present musicians that have played over the years, welcome the next act. Amongst the seating, you will often find the only round table in the whole bar is occupied by a group of musicians. Many have been coming to that round table every week for over 30 years, and for some it is their first time. At the bar, of course, is where the Guinness is poured. Guinness glasses are stacked in front of the taps, gleaming under the light. The vintage Guinness handles pour the perfect pint. Oftentimes, the person behind the bar has an Irish accent and greets patrons in a friendly manor. It is all these characteristics that make the Plough the bar that it is.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the business’s historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

In order to maintain the historical traditions that define the Plough and Stars, it is imperative that we continue to be a venue for live music. Live music is what has drawn so many of our customers and so many musicians from near and far to come in and hear the players. Sean’s passion lies in the music and he has built his business to house that passion. Without the Plough, so much of Irish culture would have no home in San Francisco. It has been built to serve artists and welcome guests. Second to that, is our commitment to our reputation for the “perfect pint” of Guinness that we serve. Each employee is trained meticulously by Sean himself on how to pour the perfect pint in both taste and presentation.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

From the outside, the Plough and Stars has all the characteristics of a classic Irish pub. It has Celtic designs and signage that have all been hand painted. Upon entrance, you’re greeted by a long dark bar and ample seating. Inside the bar, there are framed posters from the Celtic Festival and other pieces of art and signage depicting Irish history. By the stage, there are
countless photographs taken by Sean himself of all the many musicians that have played upon
that tiny stage over the years.

d. When the current ownership is not the original owner and has owned the business for less
than 30 years; the applicant will need to provide documentation that demonstrates the
current owner has maintained the physical features or traditions that define the business,
including craft, culinary, or art forms. Please use the list of supplemental documents and/or
materials as a guide to help demonstrate the existence of the business prior to current
ownership.

Not applicable.
Plough & Stars
Legacy Business Application

Section 5:
Photographs, Articles, Memorabilia
The Plough and the Stars
Live Music
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Saint Patrick’s Day
Friday March 17th Andrew McNamara & The Lahawns with the Patricia Kennelly Dancers

Irish Arts Foundation’s Celtic Festival All Stars
Monday March 13th

Mary Jane Lamond
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Plough & Stars

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JACK GILDER
GLORIA GREGG
PETER HEELIN
SABRA DALEY
RORY McNAMARA
STEVEN COYLE
SCOTT REINERMANN
JUNJI SHIBOTA
LIEF SORRYE
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LEN GRAHAM
GARRY O'BRIEN
GERRY O'CONNOR
DONAL LUNNY
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MARTY MURPHY
RINGO MC DONAGH
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TOM MOORE
BLACK IRISH
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STOCKTON'S WING
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JOE MURTAGH
STEVE BAUGHMAN
TONY DAVIS
CHRISY O'CONNELL
JOHN CAULFIELD
CHRIS ANDRETTI
PAUL KOTAPISH
DENNIS BROOKS
JOHN WHEELAN
JERRY O'SULLIVAN
MARTIN HAYES
RANDAL BAYS
TOMMY SANDS
EILEEN IVERS
BRIAN DUNNING
MIKE SCOTT
MARTIN ALCOCK
SYLVIA HEROLD
ANDREW McNAMARA
NOEL SHINE
MARTY MURPHY
MARY GREENE
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MIHRAM COLLINS
CHARLIE PIGGOTT
SEAN TYRELL
CHRIS TWOMEY
EDON O'RUBRAIGH

MANUS McGUIRE
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SEAMUS McGUIRE
NOEL HILL
PATSY BRODERICK
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front Alternative
Bluegrass a musical passion for Richmond District couple

By John W Davis

Jeanie and Chuck Poling might be described as a typical Richmond District couple: married with regular daytime jobs, living in a flat near Golden Gate Park with two children attending public schools.

But that is where the “usual” ends.

The couple, who met about 20 years ago through their shared love for music, are serious, active performers of the country music genre called bluegrass.

The Polings perform regularly at various venues in San Francisco and the Bay Area. Recent gigs include performances on Clement Street at the Last Day Saloon and The Plough and Stars and in the Mission District at The Atlas Café.

With Jeanie as the guitarist/lead singer and Chuck on the mandolin, they create an exciting, energetic, toe-tapping sound. They perform as a duo, but are often joined by fiddle player and singer Karla Solheim.

In a typical jam at The Plough and Stars anyone from the audience is encouraged to join in.

“We create right on the spot within a laid back atmosphere,” Chuck said.

The Polings love performing.

“We met through our interest in music and have the same feelings about it,” Jeanie says.

While Northern California would not be regarded as the center of country music, bluegrass does have an active, popular following with a well attended bluegrass festival in Grass Valley and a Northern California Bluegrass festival in February with 10 days of performances and workshops.

Chuck characterizes bluegrass as a genre of traditional country music.

“There is a lot of crossover but bluegrass refers to the type of instruments and the style of music, a hard-driving rhythm and high lonesome sound,” he said. “We use a lot of acoustic instruments, including the dobro (a metal acoustic guitar), banjo, bass fiddle and mandolin – but no drums.”

The roots of bluegrass are in the African-American tradition of songs from the early 1900s in the rural Appalachian area in the southern U.S.

However, most sources give credit to Bill Monroe and his Grass Valley Boys Band for introducing the new form of country music in Kentucky in the ‘20s. Monroe brought a hard driving, powerful sound using acoustic instruments and vocal harmonies. The mandolin became a critical part of bluegrass bands.

Many experts date the real beginning of the music to 1939, when Earl Scruggs, a 21-year-old banjo player with an innovative style of three finger picking, joined Monroe’s band.

Music has been a lifelong part of the Polings’ life. While they grew up enjoying a wide variety

Musicians Jeanie (left) and Chuck Poling have been Richmond District residents since 1989.

Continued on page 13
Richmond District residents Chuck (left) and Jeanie Poling host a jam session of bluegrass music every first Wednesday of the month at the Plough and the Stars on Clement Street. See story page 8.
of music, including show tunes, jazz standards and classical, they have a special appreciation for bluegrass. Chuck says young people are looking for music with some sort of soul and universal themes, such as disasters and heartbreak. In fact, a good percentage of the Poling's audience is in their 20s.

Jeanie and Chuck see themselves as a good match for the bluegrass performance style, which relies on close connection with the audience and a people-friendly attitude that encourages involvement and par-

"We maintain eye contact with the people and we even handle the hecklers in a positive (non-threatening) way," Chuck said.

"Bluegrass brings all kinds of people together. This music is the common language," Jeanie added.

Chuck, a native San Franciscan, grew up and attended schools in the Mission. He later attended college at the University of Mississippi where he enjoyed southern country music and other interesting characteristics of the culture.

Jeanie, originally from Long Island, is active in the Parent Teacher Student Association at her younger child's school. She says, a bit ruefully, that her children have not yet taken to their parent's love of bluegrass, but maybe their interest will increase once they pass through the teenage years.

The Polings live in the Richmond District, a block from the park, close to great restaurants and having family nearby (Jeanie's parents live in a flat in their building).

The Polings preparation for a gig can begin by finding songs from obscure gems by "scavenging" used record stores. Then they work on the structure of the arrangement of the song and determine which instruments to use. When they work with others they try to give all participants a chance to shine.

The Polings encourage all Richmond residents to attend a jam or festival.

"The best way to learn about bluegrass is to come to (a jam)," Chuck says.

Some upcoming events featuring the Polings include: Dec. 4 at The Plough and Stars, 116 Clement St., at 8 p.m., no cover charge; Dec. 15 at Rock Soup Café at Mission and 29th streets, at 7:30 p.m., no cover; and in February (details to be announced) at the S.F. Bluegrass Old Time Festival.
BY DELFÍN VIGIL

"Irish music is like the redwood tree in the forest," says singer and fiddler John Caulfield of the San Francisco Irish band the Cúig Mhí. "It's that old, beautiful thing that you want to build around it.

In that spirit, Bay Area fans of Ireland won't have any trouble finding the forest for the trees when the Crocarchas Irish American Festival plants itself in San Francisco on Saturday. The eight-day festival includes dancing, readings, storytelling and games. But as with all things Irish, the real story is told through music.

"The important thing to remember is that, while some of the songs and tunes we play are hundreds of years old, this music is not dead," says Caulfield, whose band gets the party started at Koret Auditorium. "We're not playing museum pieces. We're playing pieces that are alive."

It's also important to remember that when the Cúig Mhí are playing tunes, they aren't playing songs.

"In the Irish language, song have words. Tunes are instrumental," says Cúig Mhí guitarist and bodhrán player Cormac Lennon.

Either way, the melody always finds them whenever the thought reminds them. Formed in 1995 by singer Orla Morrison, the Cúig Mhí began for the reason all bands should; to have fun making music. While the lineup has fluctuated from as many as nine members to the current six and Morrison has since returned to Ireland, that original milieu of fun has not changed and never will.

"Real music has nothing to do with money or popularity," says Caulfield, who looks like a curly-haired John Lennon while sitting with the rest of the Cúig Mhí around a table at the Flough and the Shan pub on Clement Street, where the band can often be found performing.

"The fact that we do the Cúig Mhí as a hobby and that we're not professionals gives us a totally
"WE'RE NOT PLAYING MUSEUM PIECES. WE'RE PLAYING PIECES THAT ARE ALIVE."

John Costfield, on the Gas Men's music

different and more relaxed outlook," Cannon says. "When I was considering that the Gas Men perform upward of 60 gigs a year, have hundreds of songs land-based in their repertoire and have toured in Alaska and Argentina, then at the very least they ought to be called professional athletes. Or maybe hobos really...

As a band, the members of the Gas Men don't drink too much. They rarely argue, and they're always happy to see one another. Taking in one of their sets of traditional folk Irish dance tunes, bluegrass and country-and-western-inspired songs it, well...gas.

"I guess that's how we got the name." says mandolinist Vinny Keenan and though he won't acknowledge 10 unofficial mayors of the San Francisco Irish, "It's a term used in Ireland for people known for just having a good time. Guy walks through the door and everyone goes, 'Ah. Here comes a gas band.'"

The band Mamors Morrison for the name because no one else wants to take credit for it.

"As a working-class immigrant in an affordable city, the members of the Gas Men come to San Francisco at different times but with the same spirit, "I used to live in London, and the Irish music scene seemed a bit far-fetched and fast-paced," Keenan says. "Here in San Francisco, it's more welcoming."

Flaherty and the Stars and Keenan have been essential in putting out that musicians' welcome mat.

Cannon was living in Australia before planning his move to San Francisco. While there, he was told the first order of business in San Francisco would be to look up

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SUN: THE HOLLOW
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5/19, 9:00 PM

WED: THE LUCKY CATS
1000 Sutter St.
5/19, 9:00 PM

THUR: THE LUCKY CATS
1000 Sutter St.
5/20, 9:00 PM

FR: THE LUCKY CATS
1000 Sutter St.
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MISS BIGELOW  social city

Symphony roars in the new year

Rock and roll: The S.F. Symphony welcomed the Year of the Tiger in grand style Saturday during its 10th Chinese New Year Celebration. Maestro Michael Tilson Thomas presided over a concert of East and West musical stylings that featured pianist Haochen Zhang, vocalist Rujun Wu and S.F. Ballet principal dancers Tiiti Helmets and Yuan Yan Tan.

Post-concert, Sharon Sato presided over the elegant Imperial Ball at City Hall, where she encouraged guests to "Rock and roll out!" The sold-out crowd delightfully dressed in the latest Den McCall dime sum followed by an Asian-inspired surf and surf sea bass and short ribs.

The Rotunda, reimagined by Blueprint Studios, was awash in chrysanthemum pink and glowed like the first blush of spring. Pink and green place settings seemed to float atop Lucite tables.

"The first couple of years, this event was just a little concert," said Symphony President John Goldman. "But tonight you can see it's become a center piece of the city's Chinese New Year celebrations."

To that fact, it attracted sponsors such as Bank of America, which made a donation to the Symphony to provide year-round music education programs in Chinatown, elementary schools. "It was made in Hong Kong and born in San Francisco," said Sato of her devotion to this gala, on which she has worked for each of its 10 years.

"My parents raised me with Chinese culture and tradition, and tonight is so close to my heart," Sato said. "They are rocks by my side. I hope I have honored them tonight."

Wearing the green in preparation for my personal month of cultural heritage, I headed out to the avenues to, hopefully, catch some Celtic-type tunes at the Plough and Stars on Clement.

For 40-plus years, this classic pub has been presided over by publican Sean Henney, who has played host to some of the world's finest Irish musicians. But as demographics and world currencies change, so, too, has the musty's makeup.

While the Plough remains a hub of Irish music, Henney has branched out into such genres as bluegrass, honky-tonk and Americana.

(Note: The Dus Men headline on March 7?)

However, on Saturday, we were a wee bit wary of the thumbnail description for singer-songwriter Patrick Maloney. Not only do we like to have loads of fun, but we also like to have loads of fun.

"We recently met at a house party and just started jamming," explained Maloney.

But in the tradition of the inspired Irish sessions hosted by Henney, the duo were not to be missed.

X marks the spot: On May 15, a stellar crew touched down at George Lucas' Letterman Digital Arts Center for the SF Zen Cafe: A Radical Benefit for Humanity.

Joining Xerez Foundation Chairman Peter Diamandis are event co-chairs Sir Richard Branson, Lucy Southworth and Larry Page, Anne Wojcicki and Sergey Brin, and director James Cameron.

The modest goal of this multimillion-dollar competition? To inspire individuals and entrepreneurs in developing technological breakthroughs — from genomics to space travel — which, eventually, benefit humanity at large.
To Every Thing There is a Season

"What can I do for you?" the bar tender asks me in an Irish brogue.

"Take me there," he says, smiling, "You’re no hardship for me, you know!"

I’m grateful, the truth I need to get undressed straightaway.
The Pough and Stars is situated in a very fine San Francisco pub manage to be, and the generous crowds mean both curtains are open up to the front, all the way to a very fine San Francisco pub manage to be, and the generous crowds mean both curtains are open up to the front, all the way to the back.

I’ve been here because I haven’t really practiced Pete Seeger’s smile.

"You’re a little like a lumpy, my friend."

They ask me to do this thing I want to hear you back.
The Pough and Stars is perhaps the Bay Area’s finest folk music bar outside of Berkeley, and every Sunday in a season—when musicians gather for a folk music festival without structure or limits.

I’ll sit in an open mic, where the emphasis is always on what goes on at the bar.

"Look at me and what I can do." In a season, the emphasis is "Look at me, and what we can do together." And that’s what Pete Seeger was about.

I never met the man, but Pete Seeger is incredibly important in my life. You probably don’t know me, so you’re going to have to believe me when I say that I am frequently asked by strangers, "How did you learn to sing like that?"

I heard that from him.

A few musicians walk in to the bar, two, four, eight, and a few of instruments. Sometimes, I’m asked what my particular instrument is.

A beautiful Irish harp on a quiet, rainy night, full of talented people making music together. The number of musicians grows in between songs; they moved the furniture to make a circle in this rectangular room.

The Pough and Stars doesn’t have much variety in the music; the bar is not a modern bar, it’s old fashioned. The performances are really good.

Somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, 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The greatest thing about a good Irish pub is its congenial, courtly, somber, gregarious, witty, sentimental, surly, musical, poteen-fueled ambience, and the Plough is all of that in a beaker of brew. From the sidewalk out front one can hear the sound of clinking glass, ruttish laughter, and the occasional angry expletive. The pub's long, dark, scarred-wood interior features a small stage on which Irish music is performed almost every night of the week, including step-dancing, if you like that sort of thing, and there's a jukebox that plays Christy Moore, Michael Cooney, and U2 between times. Pool and darts are available for the athletically inclined, and when the fog rolls through the Avenues, you might as well be in Ballybunion of a November's eve. Most important, the affable barkeeps know how to serve up an ebon Guinness with a creamy head at cellar temperature or even a Harp or a Magner's if you're so disposed. Also available are Bushmill's, Jameson, and Redbreast whiskey from the Old Sod for those especially somber, or congenial, evenings.

Location Info

Plough & Stars
116 Clement,
San Francisco
Tim Flannery hits a home run with anti-violence message

By Catherine Bigelow  |  October 27, 2015  |  Updated: October 29, 2015 6:54pm
Love Harder Project founders Tim and Donna Flannery (at left) with Kathleen Dowling McDonough and Plough & Stars owner Sean Heaney, Oct 2015.

Much as we miss former S.F. Giants third-base coach Tim Flannery guiding our World Series champs along the field’s “hot corner,” it’s probably a good thing he hung up his cleats.
Now when he’s not commentating for Comcast or MLB Central, the Flan-Man has more time to play his masterful music as he leads his band, the Lunatic Fringe, on tour — including a recent show on Clement Street at the Plough & Stars Pub.

Hosted by publican Sean Heaney and organized by S.F. Giants Community Fund trustee Kathleen Dowling McDonough, Flannery, and the crack crew of musicians he fondly dubs “the fighting poets,” wowed the sold-out crowd with their Irish-influenced bluegrass jams mixed with Flannery’s genetic gift for Gaelic gab.

But it’s not all rock ‘n’ roll: Flannery’s concerts (matched by music downloads, CDs and T-shirt sales) benefit the Love Harder Project, an organization dedicated to assisting victims of violence that he co-founded with his wife, Donna Flannery.

The couple were inspired by Bryan Stow, the Giants fan viciously beaten in 2011 at Dodger
Stadium.

“Thanks to matching grants from friends like Jeremy Affeldt, we managed to raise $200,000. But that took us two years to achieve,” he said. “Just the other day, we gave Brian $3K; he hasn’t received a nickel from his settlement. Now he’s speaking at schools, talking to kids about how he was beat up by an adult bully. So we cover his travel costs, too.”

The concert tallies are modest yet healthy: The Plough show raised almost $4K. But the Flannerys’ goal for Love Harder is to grow their assistance while spreading their anti-violence message far and wide.

“We’re totally grassroots. How I fund this thing, is the music,” said Flannery, a long-tenured singer-guitarist-songwriter. “But our shows aren’t about the money. My band always reminds me, ‘It’s the message.’ The money we raise won’t stop violence. But hopefully the message will.”

Following a Southern California tour, the Lunatic Fringe returns to the Bay Area this month with a Nov. 12 show in Mill Valley at Sweetwater Music Hall.
The 13 Best Irish Pubs in San Francisco

| February 17, 2017

San Francisco’s St. Patrick’s Day Parade is one of the most popular events in the city. And it’s celebrating its 166th year in 2017, so it’s safe to say it’s a Bay Area tradition! To honor Irish culture and character, and to commemorate the history of the Irish in SF, the parade will march down Market Street March 11th with the festival to follow in Civic Center Plaza.

If you’re like most of us, though, you want the festivities to continue all weekend. And that’s exactly what you can do at the city’s best Irish pubs! Attend one of their St. Patrick’s Day events (one event lasts all week!) or stop by after the parade for a pint of Fish & Chips and a pint of Guinness.

| Financial District

Photos courtesy of The Irish Bank

http://www.maguire.com/blog/2017/02/irish-pubs-san-francisco/
You can tell Blackthorn embraces its Irish roots before you ever step inside. The traditional Irish facade opens up into a modern pub with plenty of SF flair. Come by on Karaoke Tuesday and Trivia Night and while you’re there, try one of their barrel aged cocktails! They have three options — The Black Buffalo, Vieux Carre and Boulevardier — that are aged for two months in oak barrels.

| Inner Richmond |

If you’ve ever been to the Emerald Isle, you’ll know Irish bars need live music. And The Plough and the Stars doesn’t disappoint! On almost every night of the week, you can dance along to a live show. You’ll come back again and again to what’s been voted The Best Irish Pub by SF Weekly!

| North Beach |

Kells offers a blend of Irish American hospitality, excellent Guinness, and a fabulous mix of food, drink and fun. Six nights a week, you can dance alongside the house band. But from March 12 - 17, you can sing and dance to the music of Oliver Muholland during the annual St. Patrick’s Irish Festival with a plate of traditional Irish fare!

| North Beach |

Irish natives Mick Graham and Mairead McGarry opened Maggie McGarry’s in 2006 and have since created an authentic pub experience in the heart of North Beach. Nearly every night, the atmosphere is
Recent news:

#SFSBW2017: Dedicated To Your Success All Year
Cassava/Balboa Village Merchants Association: Keep Up With Technology
Centro Community Partners: Be Yourself
CDC Small Business Finance: You Don't Have to Do Everything
Bay Area Development Company: Focus on What You Do Best

Congratulations to Our 2017 Small Business Week Honorees!

Every year during San Francisco Small Business Week, Mayor Ed Lee and the Board of Supervisors, the U.S. Small Business Administration and the San Francisco Economic Development Alliance come together to award and recognize small businesses who inspire others or exemplify excellence in their community. We would like to take a moment to congratulate all our 2017 Small Business Week Honorees.

We hope you'll join us this week in honoring them as well as celebrating the numerous accomplishments and efforts of the thousands of other small businesses who continue to shape our communities and keep San Francisco a unique, thriving city!

Mayor Ed Lee’s 2017 Small Business Week Honorees

- Local Hire: Duc Loi’s Pantry, Howard and Amanda Ngo
- Community Leadership: Two Jack’s Seafood, Nikki Cooper
- Community Impact: Ferment.Drink.Repeat, Shae and Kevin Inglin
- Community Innovation: Dog Earred Books, Kate Rosenberger
- Business Strengthening: Capital Restaurant, Samantha Lo
- Heritage: Navarro’s Kenpo Karate Studio, Carlos and Rubie Navarro

Board of Supervisors 2017 Small Business Week Honorees

- D1, Supervisor Fewer: The Plough & Stars Inc., Sean Heaney
- D2, Supervisor Farrell: Simply Cuts, Hong Clifford Ping
- D3, Supervisor Peskin: Cole's Hardware, Rick Karp
- D4, Supervisor Tang: Kingdom of Dumpling, David & Huili Li
- D5, Supervisor Breed: Madrone Art Bar, Michael Krouse
- D6, Supervisor Kim: The Butler and the Chef Bistro, Joel Martin
- D7, Supervisor Yee: Java on Ocean, Hossam Kaddoura
- D8, Supervisor Sheehy: Noe Valley Law, Robert Roddick
- D9, Supervisor Ronen: Ruth's Children Shoppe, Jean Harrell
- D10, Supervisor Cohen: Hazel's Kitchen, Leslie Goldberg
- D11, Supervisor Safai: Calabria Brothers, Michael Tufo

U.S. Small Business Administration 2017 National Small Business of the Year

- Blazing Saddles Bike Rentals & Tours, Jeff and Helena Sears

U.S. Small Business Administration 2017 Northern California Exporter of the Year

- LeChat Nail Care Products, Jackie Truong and Newton Luu

San Francisco Economic Development Alliance 2017 Micro-Enterprise of the Year

- Sów Juice, Luisa Alberto
THE PLOUGH AND THE STARS
Irish bar with live traditional music
Bar - Inner Richmond - $

THE ZAGAT REVIEW

Some call it an “old-school” “dive”, but this “honest-to-goodness Irish

Closed
Reopens at 2:00 PM

116 Clement St., San Francisco, CA 94118, USA
+1 415-751-1122

www.theploughandstars.com

https://www.zagat.com/r/the-plough-and-stars-san-francisco
bar" in the Inner Richmond is "usually rocking", thanks to live "Celtic music most nights", including "free jam sessions" on Tuesdays and Sundays; between sets, it's a "low-key place" for an "affordable" pint and "great craic" with the "chatty" regulars and "friendly" bartenders.

ZAGAT MENTIONS OF THE PLOUGH AND THE STARS

Best
Pub:

GOOGLE REVIEWS 4.1 ★★★★★ (57)

Sam Lundy
July 31, 2017
★★★★★ I never liked Guinness before I came here. This is the most
HOW TO PAY OFF YOUR HOUSE ASAP (EASY TIP)
- Pay down less than $3000.00 or pay one extra mortgage payment. The program is called "Homeowner" and does not affect your credit score. The program is offered once a year and would reduce your mortgage payment by the amount of your new home you can save.
- Age Your Age To Re-Calculate New Home Payment

THE BLOG

The Fighting Irish: The Ultimate Throwdown of America's Best Irish Pubs

By Roadtrippers

The Irish Pub is a sacred institution, found the world round. From Nepal to Honolulu, this Celtic drinking diaspora is Ireland's gift to the world. From shamrocks to beef stew, leprechauns to limericks, modern America has long been enchanted with Celtic customs and Irish culture. Therefore, it's no surprise that the U.S. has quite the offering of Irish pubs. We poured our heart and soul (and lots of Jameson) into narrowing down our list of the very best Irish pubs in America. So, without further ado, I present "The Fighting Irish: The Ultimate Irish Pub Face-Off":

America's best

Irish pubs

NOTE: If we're missing your favorite please sound off in the

https://www.huffingtonpost.com/roadtrippers/the-fighting-irish-the-ul_b_8857696.html
comments. And we'll discuss adding it to the list over several pints of Guinness.

West Coast Showdown

The Napper Tandy vs. The Plough and Stars (San Francisco)

The Napper Tandy lies in the heart of SF’s Mission District and has everything you’d expect in a traditional Irish pub: Football matches, weekly trivia and all the Jameson your heart desires. They also have 2 for 1 margarita Tuesdays!

The Plough and Stars boasts being a “world-famous Irish Pub serving San Francisco since 1975...voted best Guinness in town!” What makes this Irish pub rock is they have live music almost every night of the week, from Irish fiddle to bluegrass, country to rock. What say you San Francisco? Did we leave out your favorite local? Let us know in the comments!

Tom Bergin’s (Los Angeles)

A Los Angeles staple since 1935. Tom Bergin was a lawyer who decided he wanted to own a bar. So, he bought a liquor license (the second oldest in L.A.) and 80 years later the joint’s still going strong. Hey, that would make a great sitcom.

Murphy’s (Seattle)

One year after the eruption of Mt. St. Helen’s, Seattle got her first Irish bar, Murphy Irish Pub. Some might say the volcano was an omen, preparing Seattlers(?) Seattlites(?) for its imminent arrival. Opened for nearly 30 years, Murphy’s has since become a Seattle Institution. The stage at Murphy’s was used for the nationally-syndicated radio show, Sandy Bradley’s Potluck, which featured blues, ragtime and traditional old-timey tunes. If you’re heading there for St. Paddy’s Day, you better get there early. Lines start to form around 10 a.m.

Kells Irish Restaurant and Pub (Portland)
GETTING PLOUGHED IN SAN FRANCISCO

Peter Damashek attends an historic birthday party on the west coast of the USA.

I n 1978, when Supervisor Dan White, of the heavily Irish-American District 8, shot and killed Mayor George Moscone and Supervisor Harvey Milk, the Plough and the Stars was there to console. In 1982, when the San Francisco 49ers took their first Superbowl victory, the Plough was there to celebrate. In 1989, when, a 7.1 earthquake shook the city, the Plough was rock steady. On December 26th, 1998, when a massive blackout hit the Bay Area, halting the famed cable cars, zapping the TV and radio stations, and knocking San Francisco on its golden posterior, it was business as usual at the Plough and the Stars. Today, after 25 years, the Plough and the Stars claims the distinction of being the longest running traditional Irish music house in the USA, and as the geographic centre of the western USA, the pub’s influence stretches far and wide. Pub owner Sean Hanney “could have made a bit more money if he’d held on with rock music but he genuinely likes traditional music best” says recording artist Jiggi Glider, who hosted the landing sessions for 10 years. After working in a bar with sessions in Dundalk, Newry man Hanney realized, “I wanted to have a bar where I could showcase Ireland’s traditional music...” and off he flew to San Francisco. Traditional musicians responded in kind to showcase the pub’s greatest asset; to show the music off to the nearest corner. The life line for the...
Plough & Stars
Legacy Business Application

Section 5:
Letters of Support
October 27, 2017

To Supervisor Fewer:

We submit this letter to emphatically declare that *The Plough & Stars* richly deserves to be designated a 'legacy business' in San Francisco's Richmond District neighborhood. Under the steadfast and visionary leadership of its owner and proprietor, Sean Heaney, *The Plough & Stars* has played a central role in the preservation and promotion of Irish traditional music on the west coast for more than 40 years!

Countless musical legends including Martin Hayes, Kevin Burke, Liz Carroll, and Jimmy Keane have performed their musical craft within this venue to devoted audiences. Also, innumerable local artists have found a home for their musical artistry on a more regular basis at "The Plough." The persistent and unwavering commitment by Sean Heaney to headline and highlight Irish traditional music at *The Plough & Stars* for nearly five decades has contributed immeasurably to the perpetuation and on-going reinvention of this dynamic and beloved art form which has brought so much joy to the community over these many years.

*The Plough & Stars* is recognized locally, nationally and internationally as a beloved pillar of cultural and musical significance. San Franciscans, and denizens of the larger San Francisco Bay Area, are so fortunate to have such a jewel in our own "back yard." We cannot think of another Irish cultural institution that is more deserving of this meaningful historic designation by the City & County of San Francisco.

Very Sincerely,

Hillary Flynn  
Co-Producer  
Irish-American Crossroads

Margaret McPeake  
Co-Producer  
Irish-American Crossroads
We are writing in support of the Plough and Stars Pub obtaining legacy status. The Plough is a neighborhood institution that has provided a friendly and welcoming place for friends and family to gather for almost 40 years now. Additionally, it's a hub of live music that serves as an incubator for local talent.

We've been residents of the Richmond District since 1989 and consider the Plough and Stars to be our place to celebrate birthdays, anniversaries, promotions, or just to enjoy watching Giants and Warrior games with friends and neighbors. We also respect the dedication the owners have shown in promoting both traditional and progressive Celtic music. Many prominent Irish and Scottish artists make their lone San Francisco appearances at the Plough. Regularly scheduled step dance nights and seisuns (Irish music jams) further contribute to the Plough's status as an important cultural resource.

We got to know the owners, Sean and Lisa, when our kids attended school together at Alamo Elementary, where Lisa was also a teacher. In 2001, well aware of the Celtic roots of bluegrass music, Sean asked us if we would be interested in starting a bluegrass jam session at his establishment.

The monthly Bluegrass Country Jam recently celebrated its 16th anniversary at the Plough & Stars, and it continues to be a popular event for both musicians and fans of bluegrass. The jam is both a social gathering and a way for musicians to share songs and become more involved with the local bluegrass community. The jam has been especially helpful to beginners and newcomers to the city looking to connect with other musicians.

We've made many friends there – including people like us who live within walking distance of the Plough and who value the familiarity of our neighborhood. Sean and Lisa have been incredibly supportive of our jam and bluegrass music in particular.

The Plough has hosted the San Francisco Bluegrass and Old-Time Festival and many local and touring bluegrass bands, including renowned performers such as James King and Danny Faisley.

San Francisco needs to support its valuable cultural assets. The Plough and Stars has served – and continues to serve – the community by providing a home for music that represents the rich cultural traditions of San Francisco. We fully support legacy status for our 'home away from home,' the Plough & Stars.

Jeanie and Chuck Poling
To Whom It May Concern:

The California Bluegrass Association supports the proposal for legacy business status for the Plough and Stars Pub. The Plough and Stars has been a reliable partner with the California Bluegrass Association in hosting the San Francisco Bluegrass and Old-Time Festival and many local and touring bluegrass bands, including renowned performers such as the Henhouse Prowlers and the late James King. For over 16 years the Plough has also hosted a monthly open bluegrass jam, in which community musicians are invited to contribute songs and mutual support. This gathering is a mainstay of the live music scene that helps make San Francisco to arts mecca that it is. That's not to mention the many other roots traditions the Plough has supported over the years, especially Celtic music. We will never forget a 2014 appearance by Tony DeMarco, the celebrated Irish fiddler, whose regard for the Plough was such that he chose to make it his only stop in the Bay Area that year, even though he could have sold out a much larger room.

Much more than a neighborhood watering hole, the Plough is a critical cultural resource for new and old San Franciscans. We fully support legacy status for the Plough and Stars so that it can continue to provide a home for the rich cultural traditions of San Francisco.

Sincerely,

Ted Kuster

Statewide Activities Vice President
California Bluegrass Assn.
BUSINESS DESCRIPTION

The Plough and Stars (“the Plough”) is an Irish pub and live music venue that opened April 30, 1975, at 116 Clement Street in the Richmond District. The business promotes traditional Irish music and community philanthropy and outreach. The name “the Plough and Stars” comes from a famous play written about the Easter Rising of 1916 by the Irish writer, Sean O’Casey.

The original owner of the Plough and Stars, Bob Heaney, operated the business from its opening day until 1981, when the current owner, Sean Heaney took over. Bob Heaney was a businessman who was also the original owner of the Starry Plough located in Berkeley. The Plough and Stars has remained at the same location in San Francisco for over 40 years.

Sean Heaney immigrated to San Francisco in the early 1980s along with an influx of other Irish immigrants. As a former bar owner in Ireland, Sean missed the connection he had to Irish traditional music back home. When Sean took over the Plough and Stars, he continued and significantly expanded the tradition of live Irish music at the establishment.

For the past 36 years that Sean has operated the business, he has provided Irish music seisiúns every Tuesday and Sunday evening. A seisiún is an informal gatherings of musicians who come together and play traditional music together. The seisiúns at the Plough and Stars are typically led by two people while everyone else is welcome to come and join in. In earlier years, the Plough and Stars was heavily involved in the Celtic Festival at Fort Mason that ran for many years. Currently, the Plough and Stars host events put on by the Irish American Crossroads Festival which aims to celebrate and expose Irish literature, culture and music. The festival is now entering its fifteenth year of operation. Sean currently sits on the advisory board for the festival.

The Plough and Stars is located on the north side of Clement Street between 2nd and 3rd Avenues in the Inner Richmond neighborhood. The subject business is located within the NCD (Inner Clement Street Neighborhood Commercial) and a 40-X Height and Bulk District.
STAFF ANALYSIS

Review Criteria

8. When was business founded?
   The Plough and Stars was founded in 1975.

9. Does the business qualify for listing on the Legacy Business Registry? If so, how?
   Yes, the Plough and Stars qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:
   i. The Plough and Stars has operated for 43 years.
   ii. The Plough and Stars has contributed to the identity of the Inner Richmond neighborhood and the San Francisco Irish community by serving as a pub and music venue specializing in Irish and Celtic traditions.
   iii. The Plough and Stars is committed to maintaining the physical features and traditions that define the pub.

10. Is the business associated with a culturally significant art/craft/cuisine/tradition?
    Yes, the business is associated with the Irish and Celtic traditional music, Irish beer (Guiness), and pub culture.

11. Is the business or its building associated with significant events, persons, and/or architecture?
    Yes, since 1981, the Plough and Stars has been a central location for newly arrived Irish immigrants to network for jobs, housing, music and romance. The bar was a gathering place for Irish immigrants who were forced to leave Ireland during the severe economic recession of the 1980s. Many immigrants were drawn to the Richmond District due to its historically Irish population, and the Plough and Stars was known as a gathering place. Irish immigrants and existing Irish people met to look for work, play music and join a community.

12. Is the property associated with the business listed on a local, state, or federal historic resource registry?
    No.

13. Is the business mentioned in a local historic context statement?
    No.

14. Has the business been cited in published literature, newspapers, journals, etc.?
    Yes, the business has been cited in several publications and by several institutions, including:
    - “Gold Standard Award” from Guinness for recognition of the achievement of the highest possible standards of quality dispense, pouring and presentation of a pint. named
    - “Best Irish Pub” by SF Weekly in 2004 and also on the list of “21 Best Irish Pubs in America” via Thrillist.
    - In 2001, Irish Music Magazine featured an article on the Plough saying, “The Plough and the Stars is no apple juice and cookies listening room. It’s a raucous, hobnailed boot, pint
for punt dancing and meeting place for its patrons.”

- In 2008, TG4, the Irish language television channel located in Galway, broadcast its annual Gallic Christmas Show from the Plough and Stars. The show featured local, Irish and international musicians. It was aired throughout Ireland.
- The Plough has also been featured in the San Francisco magazine 7x7, the San Francisco Chronicle on numerous occasions and the Richmond Review.
- Sean Heaney was named the District 1 Honoree for Small Business Week in San Francisco.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:
- 116 Clement Street (1975-present)

Recommended by Applicant
- The long, dark, wood bar
- Original art, signage and historical posters that tell the history and culture of Ireland
- The small wooden stage at the end, surrounded by pictures of past and present musicians that have played over the years.
- A round table for musician gatherings
- Guinness beer
- Vintage Guinness handles
- Live music and dancing
- Seisiúns - an informal gatherings of musicians who come together and play traditional music

Additional Recommended by Staff
- Business sign
- Traditional storefront components, including large glass panels and wood trim

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the “Registry”) to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Inner Richmond neighborhood’s and City’s history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on February 7, 2018, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.
THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends that The Plough and Stars qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for The Plough and Stars.

Location (if applicable)
• 116 Clement Street

Physical Features or Traditions that Define the Business
• The long, dark, wood bar
• Original art, signage and historical posters that tell the history and culture of Ireland
• The small wooden stage at the end, surrounded by pictures of past and present musicians that have played over the years.
• A round table for musician gatherings
• Guinness beer
• Vintage Guinness handles
• Live music and dancing
• Seisiúns - an informal gatherings of musicians who come together and play traditional music
• Business sign
• Traditional storefront components, including large glass panels and wood trim

BE IT FURTHER RESOLVED that the Historic Preservation Commission’s findings and recommendations are made solely for the purpose of evaluating the subject business’s eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2018-001176LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on February 7, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: